

ORDER



Orders
Order / Rev: 705576
Alt Order #:
Product Desc: Judges Campaign 2012
Estimate:
Flight Dates: 10/22/12 - 11/06/12
Original Date / Rev: 08/09/12 / 08/13/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency
Name: Media Partners Inc/ POL
Buying Contact:
Billing Contact:
 13200 Strickland Road
 Raleigh, NC 27613

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Judges McGee, Bryant & Thigpen Can
Demographic: A25-54
Product Codes: PL-Judicial
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	29	\$11,325.00	\$9,626.25
10/29/12	11/06/12	93	\$40,925.00	\$34,786.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$11,325.00	\$9,626.25	0.00
November 2012	93	\$40,925.00	\$34,786.25	0.00
Totals	122	\$52,250.00	\$44,412.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/28/12	11/04/12	Good Morning Show Sun	CM	6-9a	-----S	:30	2	\$300.00	P-1	0.00	NM	4	\$1,200.00
				Good Morning Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2				\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S		2				\$300.00		0.00			
N 2	WFMY	10/28/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$750.00	P-1	0.00	NM	4	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2				\$750.00		0.00			
		Week: 10/29/12	11/04/12	-----S		2				\$750.00		0.00			
N 3	WFMY	11/03/12	11/03/12	Good Morning Show Sat	CM	6-9a	-----S-	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
				Good Morning Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$300.00		0.00			
N 4	WFMY	10/25/12	11/06/12	CBS This Morning	CM	8-10a	-----	:30	0	\$150.00	P-1	0.00	NM	18	\$2,700.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---22--		4				\$150.00		0.00			
		Week: 10/29/12	11/04/12	22222--		10				\$150.00		0.00			
		Week: 11/05/12	11/11/12	22-----		4				\$150.00		0.00			
N 5	WFMY	10/25/12	11/06/12	M-F 6-8a	CM	6-8a	-----	:30	0	\$325.00	P-1	0.00	NM	18	\$5,850.00
				Good Morning Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---22--		4				\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WFMY	10/25/12	11/06/12	M-F 6-8a Good Morning Show	CM	6-8a	-----	:30	0	\$325.00	P-1	0.00	NM	18	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22222--		10				\$325.00		0.00			
		Week: 11/05/12	11/11/12	22-----		4				\$325.00		0.00			
N 6	WFMY	11/01/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	-----	:30	0	\$400.00	P-1	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---22--		4				\$400.00		0.00			
		Week: 11/05/12	11/11/12	2-----		2				\$400.00		0.00			
N 7	WFMY	10/25/12	11/06/12	News2 at Noon News2 at Noon	CM	12-1230p	-----	:30	0	\$350.00	P-1	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---11--		2				\$350.00		0.00			
		Week: 10/29/12	11/04/12	11111--		5				\$350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
N 8	WFMY	10/25/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	-----	:30	0	\$225.00	P-2	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---22--		4				\$225.00		0.00			
		Week: 10/29/12	11/04/12	222----		6				\$225.00		0.00			
N 9	WFMY	10/29/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	-----	:30	0	\$450.00	P-1	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$450.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$450.00		0.00			
N 10	WFMY	10/24/12	10/25/12	News 2 at 5 News 2 at 5	CM	5-530p	-----	:30	0	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2				\$350.00		0.00			
N 11	WFMY	11/01/12	11/05/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-----	:30	0	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$475.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$475.00		0.00			
N 12	WFMY	10/24/12	10/31/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-----	:30	0	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2				\$350.00		0.00			
		Week: 10/29/12	11/04/12	111----		3				\$350.00		0.00			
N 13	WFMY	10/29/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	-----	:30	0	\$750.00	P-1	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$750.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$750.00		0.00			
N 14	WFMY	10/24/12	10/25/12	News 2 at 6 News 2 at 6	CM	6-630p	-----	:30	0	\$525.00	P-2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2				\$525.00		0.00			
N 15	WFMY	10/29/12	11/05/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	-----	:30	0	\$800.00	P-1	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5				\$800.00		0.00			
		Week: 11/05/12	11/11/12	2-----		2				\$800.00		0.00			
N 16	WFMY	10/24/12	10/25/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	-----	:30	0	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2				\$550.00		0.00			
N 17	WFMY	10/31/12	11/05/12	Letterman David Letterman	CM	1135p-1230a (11:35 PM-12:30 XM)	-----	:30	0	\$275.00	P-1	0.00	NM	4	\$1,100.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WFMY	10/31/12	11/05/12	Letterman David Letterman	CM	1135p-1230a (11:35 PM-12:30 XM)	-----	:30	0	\$275.00	P-1	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$275.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$275.00		0.00			
N18	WFMY	10/25/12	10/31/12	News 2 at 11 News 2 at 11	CM	11-1130p (11:00 PM-11:30 PM)	-----	:30	0	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1				\$550.00		0.00			
		Week: 10/29/12	11/04/12	111----		3				\$550.00		0.00			
N19	WFMY	11/01/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1130p (11:00 PM-11:30 PM)	-----	:30	0	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11-1		3				\$800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$800.00		0.00			
N20	WFMY	11/03/12	11/03/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$375.00		0.00			
N21	WFMY	10/28/12	11/04/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$375.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$375.00		0.00			
N22	WFMY	10/25/12	11/05/12	PR Prime ROT	CM	8-11p	-----	:30	0	\$1,250.00	P-1	0.00	NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1				\$1,250.00		0.00			
		Week: 10/29/12	11/04/12	-1-1---		2				\$1,250.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,250.00		0.00			
													Totals	122	\$52,250.00